WHAT IS CLAIMED:

1.   A method comprising:

     detecting a device within a predetermined area;

5   detecting an image captured by the device;

     determining a subject of the image based on the predetermined

area; and

     broadcasting a signal to the device wherein the signal describes the

subject of the image.

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2.   The method according to Claim 1 further comprising detecting a direction

of the device while capturing the image.

3.   The method according to Claim 2 wherein signal is based on the direction

15   of the device.

4.   The method according to Claim 1 further comprising storing the signal

within a storage module.

20   5.   The method according to Claim 1 wherein the signal includes metadata

information corresponding to the subject of the image.

6.   The method according to Claim 5 wherein the metadata information includes background information of the subject.

7.   The method according to Claim 5 wherein the metadata information
5 includes a key word describing the subject.

8.   The method according to Claim 5 wherein the metadata information includes advertising related to the subject.

10 9.   The method according to Claim 1 wherein the device is a camera.

10.   The method according to Claim 1 wherein the device is a cellular phone with an image capture module.

15 11.   The method according to Claim 1 wherein the device is a video camera.

12.   The method according to Claim 1 wherein the signal includes a unique identifier.

20 13.   The method according to Claim 12 further comprising matching the unique identifier with metadata information describing the subject.

14.   The method according to Claim 12 wherein the unique identifier is a URL.

15.   A system comprising:

means for detecting a device within a predetermined area;

means for detecting an image captured by the device;

5   means for determining a subject of the image based on the

predetermined area; and

means for broadcasting a signal to the device wherein the signal

describes the subject of the image.

10   16.   A method comprising:

detecting a device within a predetermined area;

detecting a direction of the device while capturing an image;

determining a subject of the image based on the predetermined

area and the direction of the device while capturing the image; and

15   broadcasting a unique identifier to the device based on the subject

of the image.

17.   The method according to Claim 16 wherein the unique identifier is a URL

address.

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18.   The method according to Claim 16 wherein the unique identifier is a string

of characters.

19.   The method according to Claim 16 further comprising matching the unique

identifier with metadata information describing the subject matter of the image.

20.   The method according to Claim 19 further comprising broadcasting the

5   metadata information to the device.

21.   The method according to Claim 19 further comprising requesting a

payment from the device prior to the matching the unique identifier.

10   22.   The method according to Claim 19 further comprising integrating the

metadata information with the image.

23.   The method according to Claim 19 wherein the metadata information

includes advertising.

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24.   The method according to Claim 19 wherein the metadata information

includes a key word describing the subject of the image.

25.   A method comprising:

20   detecting a device within a predetermined area while capturing a

captured image;

             searching for a reference image;

             comparing the reference image with the captured image;

determining a subject of the captured image based on comparing

the reference image with the captured image; and

broadcasting information to the device based on the subject of the

image.

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26.   The method according to Claim 25 wherein the information includes

metadata corresponding to the subject.

27.   The method according to Claim 25 wherein the information includes a

10   unique identifier corresponding to the subject.

28.   The method according to Claim 25 further comprising selecting the

reference image based on the predetermined area.

15   29.   A system, comprising:

a recognition module for detecting a device;

a location module for detecting a location of the device while

capturing a captured image;

a subject module for determining a subject of the captured image

20   based on the location of the device; and

a storage module configured for storing information related to the

subject of the captured image.

30.   The system according to Claim 29 wherein the information is metadata

information describing the subject of the captured image.

31.   The system according to Claim 29 wherein the information is located at a

5   URL address.

32.   The system according to Claim 29 further comprising an interface module

for transmitting the information to the device.

10   33.   A computer-readable medium having computer executable instructions for

performing a method comprising:

        detecting a device within a predetermined area;

        detecting a direction of the device while capturing an image; and

        determining a subject of the image based on the predetermined

15   area and the direction of the device while capturing the image

        broadcasting a unique identifier to the device based on the subject

of the image.